

# AD Burst M850

## Overview

---

**Frequency Band**

UHF 860 - 960 MHz

---

**Chip**

Impinj M850

---

**IC Attachment Technology**

Direct Chip Attach  
Strap Attach

---

**Antenna Dimensions**

70 x 10.5 mm / 2.756 x 0.413 in

---

**International Standard**

ISO/IEC 18000-63 Type C

---

**Industry Segments**

Retail Apparel  
General Retail  
Industrial Applications

---

**Applications**

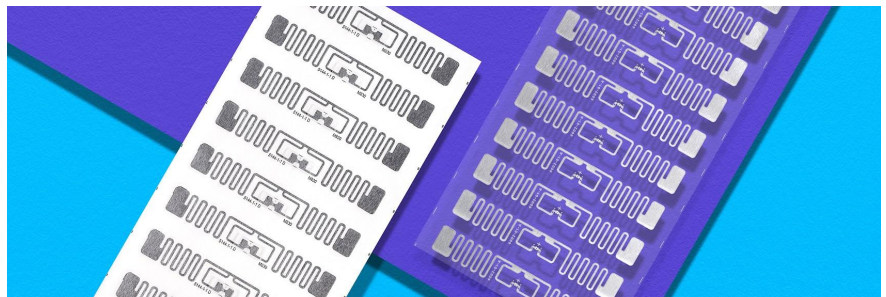
Brand Protection  
Supply Chain Management  
Home Essentials

---

**RoHS**

EU Directive 2011/65/EU and  
2015/863 Compliant

---



## Excellent performance on a wide variety of RFID tagging applications

AD Burst M850 by Avery Dennison Smartrac is the first UHF RFID inlay from the company's expansive portfolio to feature the Impinj M800 series IC. The globally tuned inlay has been designed to achieve outstanding performance in a wide range of apparel, general retail and industrial applications and boasts a slimmed down version of the widely popular and long standing staple, AD Belt. The new design carries a 73 x 13.5mm (2.87 x 0.53in) footprint and is available in multiple delivery formats including dry inlay, wet inlay, and pressure sensitive label.

Although AD Burst M850 is optimized for maximum performance in a traditional retail apparel setting, its strong versatility across a variety of dielectrics makes the globally tuned inlay a viable option for industry applications. In addition, the design is a strong performer in the general retail market for tagging item and case level merchandise.

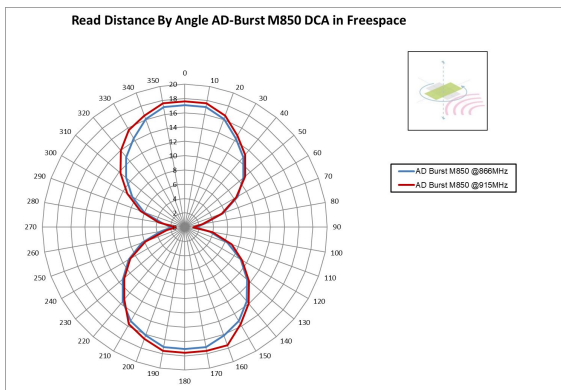
AD Burst M850 inlays feature 96-bit of EPC memory and 32-bit of user memory and a 96-bit unique factory locked TID number. A 48-bit unique serial number is factory-encoded into the TID. The improved readability of the new IC offers reliable reading of small tags at high volume and speed which supports the global IoT deployments.

Like all RFID products from Avery Dennison, AD Burst M850 inlays are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management, which ensure a reliable and state-of-the-art product that meets a variety of application needs, especially in the retail environment. The RFID Lab at Auburn University has awarded Avery Dennison its first comprehensive and significant ARC accreditation for quality.

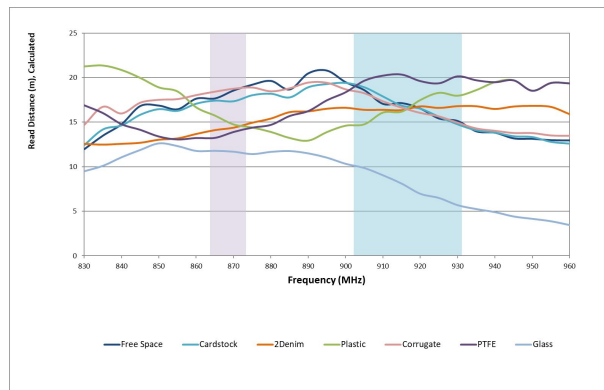
## Technical features - Direct Chip Attach (DCA)

<b>Chip / IC Attachment Technology</b>	Impinj M850 / Direct Chip Attach		
<b>EPC and User Memory</b>	96-bit EPC and 32-bit UM		
<b>TID Memory</b>	96-bit / 48-bit unique serial number		
<b>Product Code</b>	IL-610202	IL-610203	IL-610204
<b>Delivery Format</b>	Dry inlay	Wet inlay	Label
<b>Die-Cut Dimension</b>	-	73 x 13.5 mm / 2.874 x 0.531 in	73 x 13.5 mm / 2.874 x 0.531 in
<b>Inlay Substrate</b>	PET	PET	PET
<b>Face Sheet</b>	-	-	Mid-gloss paper
<b>Total Thickness (with chip and release liner)</b>	7.05 mils / 179 microns	7.68 mils / 195 microns	10.23 mils / 260 microns
<b>Standard Pitch</b>	15.88 mm / 0.625 in	15.88 mm / 0.625 in	15.88 mm / 0.625 in
<b>Web Width</b>	82.55 mm / 3.25 in	82.55 mm / 3.25 in	82.55 mm / 3.25 in
<b>Core Size</b>	76 mm / 3 in	76 mm / 3 in	76 mm / 3 in
<b>Quantity / Reel</b>	20,000 pcs/reel	20,000 pcs/reel	5,000 pcs/reel
<b>Size of Roll</b>	MAX OD: 15.5"	MAX OD: 13"	MAX OD: 8"
<b>Operating Temperature</b>	-40 °C to 85 °C / -40 °F to 185 °F		
<b>On-Metal</b>	Non metal		
<b>Certificate</b>	<a href="#">ARC Specification Guide</a>		

### Orientation Sensitivity



### Read Range



All graphs are indicative: performance in real life applications may vary.

#### Contact information

[rfid.averydennison.com/contact](http://rfid.averydennison.com/contact)  
+1-678-617-2359

Connect with us on:



© 2024 Avery Dennison Corp. All rights reserved. 170 Monarch Lane, Miamisburg, OH 45342, USA Third party trademarks and/or trade names used herein are the property of their respective owner(s). Some of the trademarks appear for identification purposes only.

**Warranty:** Please refer to Avery Dennison standard terms and conditions: [rfid.averydennison.com/termsandconditions](http://rfid.averydennison.com/termsandconditions)

**Care and handling:** RFID inlays are sensitive to ESD. Observe standard industry practices relating to electronics / RFID to keep environmental impact and static charge to a minimum.

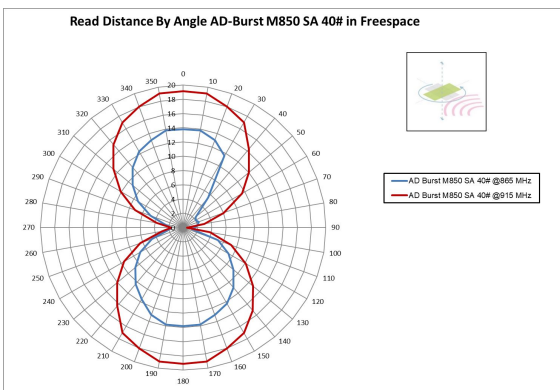
**Applications:** This product should be tested by the customer / user thoroughly under end use conditions to ensure the product meets the particular requirements. Avery Dennison does not represent that this product is fit for any particular purpose or use. Avery Dennison reserves the right to modify, change, supplement or discontinue product offerings at any time without notice. The information contained herein is believed to be reliable but Avery Dennison makes no representation concerning the accuracy or correctness of the data.



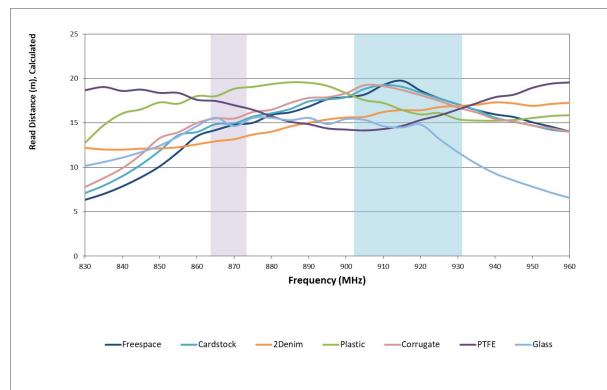
## Technical features - Strap Attach (SA)

<b>Chip / IC Attachment Technology</b>	Impinj M850 / Strap Attach			
<b>EPC and User Memory</b>	96-bit and 32			
<b>TID Memory</b>	96-bit / 48-bit unique serial number			
<b>Product Code</b>	IL-609954	IL-609955	IL-609956	IL-610356
<b>Delivery Format</b>	Dry inlay +	Wet inlay	Label	Label
<b>Die-Cut Dimension</b>		73 x 13.5 mm / 2.874 x 0.532 in	73 x 13.5 mm / 2.874 x 0.532 in	73 x 13.5 mm / 2.874 x 0.532 in
<b>Inlay Substrate</b>	40# Paper	40# Paper	40# Paper	40# Paper
<b>Face Sheet</b>	-	-	TT2C	TT2C
<b>Total Thickness (with chip and release liner)</b>	11.5 - 13.5 mils / 292 - 343 microns	12.7 - 14.7 mils / 322 - 373 microns	16.2 - 18.2 mils / 411 - 462 microns	16.2 - 18.2 mils / 411 - 462 microns
<b>Standard Pitch</b>	19.05 mm / 0.75 in	19.05 mm / 0.75 in	19.05 mm / 0.75 in	25.4 mm / 1 in
<b>Web Width</b>	82.55 mm / 3.25 in	82.55 mm / 3.25 in	82.55 mm / 3.25 in	76.2 / 3 in
<b>Core Size</b>	76 mm / 3 in	76 mm / 3 in	76 mm / 3 in	76 mm / 3 in
<b>Quantity / Reel</b>	17,912 pcs/reel	11,377 pcs/reel	3,154 pcs/reel	2,366 pcs/reel
<b>Size of Roll</b>	MAX OD: 15.5"	MAX OD: 13"	MAX OD: 8"	MAX OD: 8"
<b>Operating Temperature</b>	-40 °C to 85 °C / -40 °F to 185 °F			
<b>On-Metal</b>	Non metal			
<b>Certificate</b>	<a href="#">ARC Specification Guide</a>			

## Orientation Sensitivity



## Read Range



All graphs are indicative: performance in real life applications may vary.

### Contact information

[rfid.averydennison.com/contact](http://rfid.averydennison.com/contact)  
+1-678-617-2359

Connect with us on:



© 2024 Avery Dennison Corp. All rights reserved. 170 Monarch Lane, Miamisburg, OH 45342, USA Third party trademarks and/or trade names used herein are the property of their respective owner(s). Some of the trademarks appear for identification purposes only.

**Warranty:** Please refer to Avery Dennison standard terms and conditions: [rfid.averydennison.com/termsandconditions](http://rfid.averydennison.com/termsandconditions)

**Care and handling:** RFID inlays are sensitive to ESD. Observe standard industry practices relating to electronics / RFID to keep environmental impact and static charge to a minimum.

**Applications:** This product should be tested by the customer / user thoroughly under end use conditions to ensure the product meets the particular requirements. Avery Dennison does not represent that this product is fit for any particular purpose or use. Avery Dennison reserves the right to modify, change, supplement or discontinue product offerings at any time without notice. The information contained herein is believed to be reliable but Avery Dennison makes no representation concerning the accuracy or correctness of the data.

